



TRADE DISPLAYS

BACKGROUND

Midwives will encounter trade displays at conferences and other gatherings of health professionals but they should not involve themselves in any activity that violates the WHO/UNICEF International Code of Marketing of Breast Milk Substitutes (2009). When organizing conferences etc, they should avoid involving manufacturers of products that may adversely affect the health safety of mothers and infants. The International Confederation of Midwives' *International Code of Ethics* emphasises that midwives may not participate in morally questionable activities.

POSITION

At any ICM conference or meeting trade displays from companies that manufacture or market breast milk substitutes and related products are not accepted. This decision was adopted by the ICM Council in May 1996. However, it is important that women are provided with comprehensive, evidence based information enabling them to make knowledgeable decisions on their choice of health related products.

The ICM:

- urges midwives to reject trade displays of products that do not benefit the health of mothers and infants
- supports midwives in the rejection of trade displays for products that may adversely affect the health of women and infants
- will work with government and health care organisations to prohibit the use, by manufacturers, of financial or material inducements in the promotion of breast milk substitutes and other related products
- supports Member Associations in their efforts to influence the non acceptance of trade displays that violate the health of the mothers and infant
- urges Member Associations to work with governments through legislative, regulatory or other suitable measures to ensure ethical commercial activities for health care givers and consumers

RELATED ICM DOCUMENTS

ICM International Code of Ethics for Midwives (2008)

ICM Position Statement. Partnership between women and midwives (2011)

OTHER RELEVANT DOCUMENTS

WHO/UNICEF. International Code of marketing of breast milk substitutes (2009)

Adopted at Vienna Council meeting, 2002

Reviewed at Durban Council meeting, 2011

Due for next review 2017